-corset covers

Muslin, soft quality, lace and em-broidery finished. 50c value

29c

-E. Z. unions 49c

Ot heavy mesh cloth, button at-ts ments-90c value, special

49c

-child'n hose 19c

Black or white ribbed cotton 30c hose, Pre-Easter Reduction Sale

19c

rompers\$1.19

-bungalow aprons

In several attractive styles—good quality percales, \$2.00 values, Pre-Easter Sale

\$1.69

-infants' hose 10c

Black or white cation hose, sizes 4 to 6½. 19c value, Pre-Easter Reduction Sale

10c

-lisle hose 39c

Wemen's slightly imperfect mer-cerized lists hose, black only-good

\$1.69

Made of nice quality percales. 51 50 grade. Pre-Easter Reduction

-blouses \$1.19

Lawn and organdic blouses-neatly made. \$1.50 value, Pre-Easter Reduction Sale,

-vests 19c

Women's cotton sibbed vests, low neck, sheveless. Regular and ex-tra sites. 20c value,

19c

-hose 49c

Woman's fibre silk boot hose, double heel and toe, white, black and colors. 75c value

49c

-vests 23c

For infents—Bables' Comfort, Piu back or coat style cetten wests. 35c walne

23c

-skirts \$1.59

Large or small black and white check akirts for home wear, \$2.50 value

\$1.59

-kimonos 69c

Hip length crepe kimonos-pretty floral designs, bound with salis ribbon, Pre-Easter Reduction Sale

69c

-corsets \$1.19

\$1.50 R. & G. Cornets, all new models, base supporters. Pre-Eas-ter Reduction Sale

\$1.19

-bust confiners 69c Kabo bust confiners—white ar pink. Dollar value, Pre-Easter Reduction Sale

69c

-teddies 98c

\$1.25 soft naznacek teddies, lace, embroidery and ribbon trimmed. Pre-Easter Reduction Sale

98c

—union suits 98c

Forest Mills make woman's \$1.25 Summer weight union suits-low neck, no sleeves, knee length

98c

-union suits

3

For misses, \$1.00 Forest Mills make union suits—low neck, no sleeves, knee length,

79c

—underwaists 23c

Children's 35c button attachment underwaists, Pro-Easter Sale price

23c

45c black heavy hose for boys 33c.

—beginning tomorrow at 8:30 a.m.



\$1.00 Blouses for boys 79c

-beginning tomorrow at 8:30 a.m.

re-Easter Reduction Sales

Tomorrow morning we launch our big Pre-Easter Reduction Sales at AFTER EASTER PRICES. We are not advertising winter merchandise, but crisp and new Spring goods. Our established policy to give our customers the merchandise they want prompted our buying organization to prepare for this sale months ago, and here it is, selling forth hundreds of interesting Easter time items PRIOR TO EASTER AT AFTER EASTER PRICES

On account of the great reductions it is necessary THAT EACH SALE BE FINAL; NO EXCHANGES, NO REFUNDS, NO C. O. D.'S. All items advertised on sale as long as they last. Look for unadvertised items throughout the store.

dresses \$14.95---\$19.75---\$24.75 Fashionable Spring dresses for women and misses—a splendid range of styles and colors there's a dress here that will appeal to you.

\$14.95 ralues, Pre-Easter \$19.75 de chinea and georgettes

-dresses at \$14.95 -dresses at \$19.75 -dresses at \$24.75

Faffetas and messalines in the new Spring shades and styles—square or round neck, long or short eleeves; suffles or other pretty styles. Worth every cent of \$23.00, Pre-Easter Re-

-Dansant dresses reduced to \$19.98

Adorable little frocks for party or dansant-pastel shades-these dresses now being unpacked for Saturday and Monday's selling. A peep into the boxes containing a few revealed one of nile messaline, low necked and sleeveless, a bit of gold lace on the bodice, at the waist line a rose, skirt draped slightly. \$27.50 dansant frocks, Pre-Easter Reduction Sale.

enlarged boys' dept.

-for the little fellow

-spring tub suits reduced

skirts

This Spring the separate skirt will be more desirable than ever-made of serges, trientines, broadcloths and novrity silks in plain colors and keen stripes and plaids. Pre-Easter Reduction Sales:

\$5.00 Skirts . . . \$3.98 \$7.50 Skirts . . \$4.95 \$9.00 Skirts . . . \$5.98 \$12.50 Skirts . \$6.95 \$15.00 Skirts \$11.75 Up to \$22.50 Skirts .\$14.95

-Pre-Easter Reduction of

Tailored street hats-milans and straws-all white, brown, black and elever color combinations—just the thing for early Spring, \$7.00 \$4.98 hats, Pre-Easter Reduction Sale. Easter hats in colors that will match or harmonize with your suit or dress. Tailored or dressy styles; \$15.00 values. Pre-Easter Reduction Sales

-Pre-Easter Reduction of

toilet articles on sale Sat. and Mon.

50c Hind's Honey and Almond Cream	39
50c Pebecco Dental Cream	
50c Melha Face Powder	39
35c Daggett & Ramsdell's Cream	70
50c Nadinola	
50c Elcaya Witch Hazel Cream	
\$1.00 Milk Week Cream	20.60
65c Djer Kiss Face Powder	
50c Melha Face Cream	39
50c Java Face Powder	39
\$1.00 Famo Scalp Treatment	
50c Nadine Face Powder	39
25c Woodbury's Facial Soap	16
50c Mavis Face Powder	
50c Palmolive Cold Cream	39
40c Sanitol Face Powder	29
25c Colgate's Dental Cream	19
50c Palmolive Vanishing Cream	39
50c Palmolive Face Powder	
40c Sanitol Face Cream	. 29
25c Jergen's Talcum Powder, large size	

AND 4 CAKES OF YOUR FAVORITE PALMOLIVE SOAP 25c

—read tomorrow morning's Times

"The Store That Sells For Less"

for additional sale items.

suits \$23.45---\$36.50 -suits at

-suits at

some have yestees. Up to \$37:50 values. \$23.45
Pre-Easter Reduction Sale.....

\$36.50 Suits of fine French serge in navy and black, Spring's Fashioned of fine tricotines and broadcloth are besutifully

favorites-ripple tail coats, akirts cut on narrow lines, styled suits for women and misses-all the late Spring belted, one-button styles, finished with buttons, braid and shades and fancies-lined with silk-shown mostly in distinctive individual models. Up to \$57.00 \$36.50 units. Pre-Easter Reduction Sales.....

Pre-Easter Reduction Sale in our

Juvenile suits of light weight all wool Spring fabrics—sizes 2 to 6 years—well made and in styles most becoming to the little fellow. Pre-Easter \$4.45

Our stock of weak suits for boys from 2 to 8 years is now complete. Never were styles and color combinations prettier, workmanship better, or values higher. All the never styles, including Peter Pan, Eton, Tuxedo, Buster Brown and Dutch styles, Pre Easter Heduction Sale prices

22.56 Suita. \$2.39 \$1.59 \$1.95 \$3.95 -for the school boy

-wool suits \$9.75

-better caps \$1.50

union suits 75c

Fine quality all wool suits with TWO PAIR OF KNICKIERS—grey, brown and green matures—Spring weight—expellently tailored—waist seam models, 8 to 16 years. \$15.00 \$12.50 The Easter Reduction Sale \$12. -wool knickers \$2.45

-his first "long pants" suit The suit the growing boy longs for, in the newest Spring materials-waist seam, form litting

models, beautiful patterns—tailored to fit the boy who first dons "long pants"—sizes 14 to 20 years—Get him one of these suits for Easter. Pre-Easter Reduction Sale prices—\$25.00 suits \$21.75

Phone 5200.

\$28.50

new felt hats \$3.50 values \$2.95

Spring shades, shapes and style

–Pre-Easter Reduction Sale of

girls clothes

-hats \$2.95 Attractive straw hats in tailored styles, with neat prosgrain ribbon band and streamer. Several colors to select from. Sizes for both little and \$2.95 big girls, \$4.00 values big girls, \$4.00 values .

-hats at \$5.95

-girls' dresses

Those at \$2.95 are of fast color ginghams, nicely nucle, solid colors and plaids. Sizes 27 05 6 to 14 years. \$3.50 values at \$2.95 Those at \$3.95 are in better quality giagham, with collars and entits of dainty organific, shown in sereral styles and many colors. Ages \$2.05 6 to 14 years. \$5.00 dresses for Those at \$4.95 are still better values—a bost of attractive styles—plain colors trimmed with plaid and plaids trimmed with contrasting \$4.95 colors. \$6,50 values at

Those at \$6.45 are of fine French Zephyr Ginghamthose at 90.50 at 10 select from them up to a does be up to 10 years—all colors. \$8.50 and \$9.00 \$6.45

-the white dress

There is nothing prettier nor more appropriate for the young girl to wear Easter than the freek of all white sheer fabric. Those we are showing of white organdes and volle are exquisitely dainty and won-derful values—dozens of different styles to select from—some have dainty ribbon sides—tunics, lare and embroidery noted on many. Pre-Easter Reduc-tion Sale prices are

\$3.50 Dresses \$2.45 \$5.00 Dresses \$3.95 \$7.50 Dresses \$4.95 \$9.00 Dresses \$5.95

--women's pumps and oxfords \$6.95 \$4.75

—send in your mail orders today they will be filled at once.

—all departments.

"The Store That Sells For Less"

orders

We suggest that out-oftown customers send in their mail orders at once. They will be filled with the utmost care and attention and shipped the very day the order is received.

-blouses

The latest novelties in voile and organitie blomses, pretty styles, in all white or pastel colors, Pre-Easter Reduction Sales, \$3.75 Blouses \$2.95

\$5.50 Blouses \$3.95 Better blouses of fine georgette and trepe de chine, embrudered and beated offects, front and back. Fre-Easter Be-

\$6.50 Blomes\$4.95 \$8.50 Blouses\$6.75 \$11,00 Blouses ...\$8.95 \$12.50 Blouses . . \$10.25 \$15.00 Blouses . \$11.75



quality; 50c value, 39c

-bloomers 75c

Children's black sateen bloomers-

75c

-child'n dresses \$1.95 Of good quality gingham-attractive htyles and colars-8 to 14

years. \$2.50 dresses,

-blouses \$1.59

Women's \$2.00 vulle and organdic blousses—neatly finished with lace, tucks and embroidery,

\$1.59

-silk blouses \$3.45

Of georgette and crepe de chine, dainty styles, white and colors. Some slightly solled. \$4.95 values, \$3.45

—middies \$1.39 Women's and children's middles— all white, or white with colored collar and only, e2.63 value,